

PROJECT NUMBER: 2305
PROJECT TITLE: Flavor Development-Brand Modification-Menthol/Distinctive
PROJECT LEADER: H. M. Maxwell
PERIOD COVERED: November, 1988

I. ALTERNATIVE FLAVORS:

- A. Objective: To identify and qualify alternative sources for flavoring materials.
- B. Status: Results of each replicate POL testing of alternative Jonex indicate no difference for each test. Results of the two POL's will be combined.

C. Plans:

Recommend Qualification December, 1988
of the Alternative Jonex

II. PROJECT MOOG:

- A. Objective: To develop the expertise to produce cigarettes that are subjectively equivalent to Salem, Newport and Kool.
- B. Status: A K-type POL test was made in Semi-works, and was rejected due to analytical unacceptability. It will be remade. The S-type models were evaluated, and one was selected for further testing.

C. Plans:

K-type POL Remake December, 1988

III. MENTHOL RELEASE COMPOUND:

- A. Objective: To develop a mentholated charcoal filtered cigarette utilizing a menthol release compound. Also, to apply menthol release technology to other areas.
- B. Status: The Foam Bound Rod group is continuing to investigate problems of MGC application. Phase II clearance of the anethole/menthol compound has not been obtained yet.

C. Plans:

Cigarette Remake (MGC) To be scheduled

IV. ALTERNATE HUMECTANT PROGRAM:

- A. Objective: To develop the capability to produce cigarettes that are propylene glycol and glycerin-free, while maintaining product subjective integrity.

- B. Status: A series of models were made in small-scale to identify parameters required to achieve 16mg "tar." Analytical evaluations are in progress. Subjective evaluation(s) of 16mg cigarettes will be conducted when analyticals are complete.

V. PROJECT LEVO:

- A. Objective: To determine the subjective differences between natural and synthetic menthol, and identify techniques to lessen PM dependence on natural menthol.
- B. Status: Recent political developments indicate a need to pursue this program on a more urgent basis. Recent POL testing has given tentative indications regarding differences between natural and synthetic menthol. Additional testing is being initiated to verify these differences.

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